

II. Project Overview

Center City Proprietors Foundation, producer of the 20-year old The Book and The Cook, created Pennsylvania Preferred™ to help Pennsylvania farmers connect with restaurants in Southeast Pennsylvania. It has become apparent that some of these farmers have products in sufficient quantity to sell to retail customers as well. This project is designed to assess the impact that “branding” a product as “Pennsylvania sourced” has on sales.

Using funds provided under the FSMIP program CCPF undertook a study to quantify the affect that branding with a state identity that emphasizes “locally raised” has on sales. By evaluating the impact on sales of Pennsylvania-raised produce this study yielded valuable information for other states and farmers considering tactics that can help increase sales of farm-raised goods in their states.

In order to present Pennsylvania-raised products this project was structured in two phases:

Phase 1 –

- Identify Growers To Participate In Study
- Analyze Strengths and Weaknesses of Identified Products *vis a vis* the Categories These Products Compete In
- Develop a Profile of Shoppers
- Develop a “Look” that best represents Pennsylvania Products in the Marketplace
- Train Chefs To Best Represent Pennsylvania Products At Public Venues

Phase 2 –

- Develop and Produce POP Displays For Retail Locations
- Conduct On-Premise Activities
- Produce Results On Sales Realized During The Period Of Study
- Compare The Sales Results To Determine Impact On Sales

During the first phase the Pennsylvania Preferred study identified Pennsylvania producers who would participate in an effort to identify the impact that identifying products as Pennsylvania-sourced had on sales. During that phase:

1. Retail partners who would cooperate with the study were identified and the profile of their shoppers examined
2. The product attributes of each of four products were developed
3. Consumer attitudes toward products featured in the study were examined
4. Images that resonated the themes of “Pennsylvania” and “fresh” identified
5. On-premise support teams of marketing students and chefs organized and trained
6. Distribution challenges identified and solutions implemented to sustain product presence in the study markets

To support this initiative other partners were enrolled. Supporting this project are:

Clemens Family Markets – a family owned business, serving the Suburban Philadelphia community since 1939. Currently, Clemens Family Markets has 19 locations throughout Bucks, Montgomery, Delaware and Chester counties;

Fresh Grocer – this is a small chain that is starting to define a presence in urban markets. Their University City store, located in proximity to the University of Pennsylvania and Drexel University campuses was deemed an ideal venue to test the Country Time Farm antibiotic-free hot dogs;

St. Joseph's University, Department of Food Marketing – The Food Marketing program in the Department of Food Marketing in the College of Business and Administration is the only wholly industry-supported academic program of its kind in the United States and just one of six nationally recognized programs related to the food industry;

Cemmar Consulting – A culinary specialty organization, Cemmar organizes food presentations for organizations throughout the Philadelphia region including the popular PBS cooking series *Christina Cooks*, The Philadelphia Flower Show and the Philadelphia Cherry Blossom Festival;

Katherine Kuo Designs – Producer of POP displays, signage and other marketing collaterals.